

PHILIP MORRIS U. S. A.

INTER - OFFICE CORRESPONDENCE

Richmond, Virginia

To: . Mr. J. E. Wickham

Date: January 19, 1990

From: . Barbara S. Mait

Subject: . Accomplishments - Cigarette Information Section - 1989

The accomplishments for the Cigarette Information Section for 1989 are summarized below. Individual accomplishments for the professional staff are attached.

I. MARKET ACTIVITY

A. Domestic

Seventy-four (74) new brands were reported in 1989 by the Cigarette Information Section. Of these, fifty-one (51) were test marketed and twenty-three (23) were distributed nationally. All six major tobacco companies introduced one or more brands in 1989.

Philip Morris test marketed Alpine 80 (Box) and Alpine Lights 80 (Box), four versions of Cartier 100 Box (plain and menthol), 10 versions of Next 85 & 100 (plain and menthol), four versions of Merit De-Nic® 85 (plain and menthol) and four versions of Marlboro Ultra Lights 85 & 100, and introduced Virginia Slims SuperSlims 100 Box (plain and menthol) cigarettes nationally.

R. J. Reynolds test marketed More White Lights 120 (plain and menthol), Vantage Excel 100 and Chelsea 100 Box (plain and menthol). Nationally introduced were Doral Full Flavor Menthol (85 & 100), Doral Ultra Lights 85 and Magna Lites 80 (Box) cigarettes. Seven (7) versions of Best Value cigarettes were distributed in K-Mart stores.

Brown & Williamson test marketed Belair 85 & 100, Belair Lights 85 & 100, Kool Ultra Lights 85 & 100, and Kool Lights 85 & 100 cigarettes.

Lorillard test marketed Spring Lemon Lights 85 & 100 (plain and menthol) and Harley Davidson 85 and Harley Davidson Lights 85 cigarettes.

American test marketed Montclair Lights 100 (plain and menthol), Montclair Full Flavor 100, American Lights 100 (Menthol), American Filters 85 and 100 and Misty Lights 100 Box (plain and menthol) cigarettes. Malibu Ultra Lights 100 cigarettes were introduced nationally.

2022199433

The Liggett Group introduced nationally nine versions of Pyramid, a subgeneric cigarette.

B. International

Twenty-five (25) new brands were introduced to the Japanese market in 1989:

Japan Tobacco, Inc. introduced Cabin Milds KS 20's (Box), Cabin Super Mild KS 20's (SP), Marlboro KS 20's (Box), Mild Seven Super Lights KS 20's (SP), Claris Lights KS Menthol (SP), Sometime Lights KS Menthol 10's (Box), Beside KS 20's (SP), Peace International 95 20's (Box) and Epique SuperSlim 100 Menthol 20's (Box).

R. J. Reynolds introduced Camel Lights KS 20's (Box) and Vantage KS 20's (SP).

Brown & Williamson introduced Lucky Strike Milds KS 20's (SP) and Kent Deluxe Milds 100 20's (Box).

F. J. Burrus, Inc. of Switzerland introduced Parisienne Mild KS 20's (Box) and Pierre Cardin Lights 100 20's (Box)

The London Tobacco Company of England introduced London Lights KS 20's (Box) and Ducal KS Menthol 20's (Box).

S.E.I.T.A. introduced Gitanes Lights KS 20's (Soft Pack).

The American Cigarette Company, Ltd., a subsidiary of Rothmans, introduced Vogue Superslims 100 20's Box (plain and menthol) and Peter Stuyvesant KS 20's (SP).

The House of Craven, another subsidiary of Rothmans, introduced Craven "A" Super Mild 100 20's (Box) and Craven "A" 100 20's (Box).

Two brands from China were introduced in Japan: San Chl KS 20's (SP) from the Kunming Factory and Shiwn KS 20's (SP) from the Yuxi Factory.

II. AGING STUDIES

Nine aging studies were conducted on samples during 1989. These studies involved 452 samples. These aging studies included testing of mentholated inserts, ART storage studies, special shipping cases, Kaymich Menthol Applicator, and menthol stability studies. Analyses performed with these studies included menthol in smoke, filler, filter, foil, and pack, FTC tar and nicotine deliveries, pack O.V. and glycerin. The conditions these samples were subjected to included jungle, desert, cold and accelerated aging.

2022199434

### III. U.S. TESTING

Samples from two countries were analyzed for TPM, FTC tar, nicotine, water, and puff count for U.S. testing. These tests were performed for advertising purposes.

1. Two samples from Japan (July).
2. Ten samples from Thailand (November).
3. Three low nicotine samples for ART certification (July).

### IV. TOBACCO INSTITUTE TESTING LABORATORY (TITL)

Market Sample #31 was published by TITL in 1989. Statistical analyses of the data indicate differences in smoke deliveries still exist between TITL and Philip Morris. Two comparative studies were conducted with TITL in 1989 to resolve these differences. However, the comparative studies show the differences still exist. The Industry Monitor (IM#13) was shipped to TITL and all the major domestic companies in 1989 to help resolve this difference in deliveries.

### VI. INTERNATIONAL STUDIES

#### A. Comparative Studies

Three comparative studies were performed with International during 1989. Smoking runs for five samples were prepared for a study which involved eight laboratories in Latin America, the Philippines and R&D. Six brands for CORESTA Task Force Method No. 10 were smoked to test the revised European Barclay cigarette holder. This test involved eighteen laboratories worldwide. Six brands were prepared and smoked on the Filtrona 350 smoking machine for the CORESTA Harmonization Study. The purpose of this study was to evaluate the different European smoking methods.

#### B. Market Survey

Twenty-six (26) brand were received from Korea. The purpose of this testing was to survey the brands sold on the Korean market.

### III. COORDINATION OF CIGARETTE FIRNESS STUDY

A collaborative cigarette firmness study was conducted between PME and CTSD. The purpose of this study was to establish a correction factor to be used when comparing firmness values generated under FTC and ISO conditions. The final report was issued by Dr. J. Zuber of PME.

2022199435

#### IV. DIVISION SUPPORT

##### A. C.I. Reports

1. Domestic - The Cigarette Information (C.I.) Report was published bimonthly. Data were reported on 74 new brands and brand modifications were noted in the following companies: R. J. Reynolds, Brown & Williamson, Lorillard and American Tobacco Co.
2. International - The Japan C.I. Report was published quarterly. Data were reported on 25 new brands and brand modifications were reported for eleven (11) JTI manufactured brands.

##### B. International

5224 samples were received and tested for International during 1989.

##### C. Analyses Performed

A total of 1.5 million analyses were performed during 1989.

#### IX. GENERAL GOALS

##### A. Monitor Cigarettes

1. The Industry Monitor (IM#13) was prepared and calibrated in 1989. In total, 3.2 million cigarettes were produced in Semiworks. This monitor delivers approximately 17 mg tar and will be used by all the domestic tobacco manufacturers and TITL.
2. The Oven Volatile Monitor (OV#1) was prepared and canned. This monitor is an 85 mm nonfiltered cigarette which uses the Marlboro blend with no casing or aftercut. This monitor will be used in all conditioned areas of CTSD to ensure temperature and humidity are maintained for sample equilibration. The OV target is 12.3%.
3. The Filter Efficiency Monitor Rods (FE#25) were prepared and canned.

##### B. New Instrumentation

Five electric lighters were purchased for the Smoking Laboratory. These lighters are manufactured by Borgwaldt. These new lighters are more economical and safer than the BIC® lighters used previously.

Two upgraded static burn units were installed in the Smoking Laboratory. These new units will allow for the increased demand for the static burn test. We now have double the capacity with these new units.

The Smoking Laboratory is using a digital meter to measure airflow in the smoking hoods. This meter is similar to others used throughout the industry.

A new Data Acquisition System (DAS) was installed for the oven volatile analysis. This new system replaced an obsolete DAS and has improved the sample throughput in this laboratory.

C. Smoking Technology

Because the Japanese government will require tar and nicotine data be printed on cigarette packs, the C.I. Section is smoking all Japanese brands using the Tobacco Institute of Japan (TIOJ) smoking method. This is being done for all new and existing brands at the request of the Japanese New Product Development personnel.

IX. REPORTS

During 1989, the following reports were issued:

1. One hundred (100) HTI and POL reports
2. Monthly Monitor Statistics
3. Seven (7) Unidentified Consumer Panel Cigarettes
4. Market Sample #31 - Comparison of Tar, Nicotine and CO Deliveries of TITL and Philip Morris
5. Five Hundred Seventy-six (576) International Reports
6. Completion Report "Summary of the Seven Smoking Methods Used throughout the World."
7. Generic Cigarette Report
8. Philip Morris Brand History Update
9. Market Activity Summary - 1989
10. Summary of 1989 Loaned Executive Program

X. PERSONNEL

One technician was hired in the C.I. Section during 1989. This new hire brought the Section to full staff in September.

2022199437

X. PERSONAL

The following courses and seminars were attended:

1. 1989 Loaned Executive to the United Way
2. Smoking Machine User's Group
3. Selection Interviewing

BSM:rad

Attachments

*Barbara Matt*

2022199438